

# Graphic Design and Illustration I

Local Course #: 81322

State Course ID: 13008800

## Course Description:

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements, principles of visual art and design, copyright law, and color theory and audience awareness. Students will work toward obtaining entry-level industry certifications for Adobe applications, including Photoshop, Illustrator, and InDesign.

## Link to TEKS:

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en\\_US&interface=VIEW\\_TAC\\_SUMMARY&queryAsDate=08%2F05%2F2025&recordId=225480](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F05%2F2025&recordId=225480)

## First 9 Weeks Major Topics:

Elements of Art and Principals of Design

## Second 9 Weeks Major Topics:

Photoshop

## Third 9 Weeks Major Topics:

Illustrator

## Fourth 9 Weeks Major Topics:

Typography, Branding & Logos